

DALLAS

OFFICIAL PUBLICATION of the DALLAS CHAMBER of COMMERCE



August
1928

A Landscape in the Heart of Dallas

VOL. 7

N^o 8

Clear Eyes and the Cream of Coverage

There is a vast difference between *quality* circulation and *class* circulation.

Class circulation, we gather from common usage, means the blue bloods, blue stockings and the upper Dun-and-Bradstreets.

Quality circulation means the pace-setters, the live ones everywhere—Cabots and Clanceys, senators and sophomores, alike.

The clear-eyed and forward-looking. They know no class; they are in all classes, and the best advertiser is he who seeks them out and wins their favor.

When your advertisement appears in The Dallas News it reaches practically all of the alert people among ALL classes in Dallas.

Readers of The News are the sort of people who influence, either deliberately or unconsciously, the rest of the people.

The News is Dallas' best, biggest, most widely read and most frequently quoted newspaper — and this is true both in the city and out of it.

That's why The News is equal to any advertising job in the Dallas market—The News alone.

The Dallas Morning News

Texas' Oldest Business Institution

To These Five Executives

To the President, printing means an extension of the dignity and prestige of the firm wherever it is used. The president wants the printing to reflect credit and to be in keeping with the standing of the firm in the business world.

To the Sales Manager, printing means a multiplication of effort. By means of folders, broadsides, brochures, enclosures and cards the sales story is carried regularly and forcefully to prospects everywhere.

To the Secretary-Treasurer, printing is merely a means to an end. It is necessary for the efficient administration of all detail and for the accurate keeping of stock and inventory and cost accounting.

To the Advertising Manager, printing is a tool for getting the message over. It should be snappy or impressive or dignified in accord with the tone that is desired. It should command attention.

To the Purchasing Agent, printing is often a mystery. Prices range from double low to triple high and actual delivery date plays hide and seek with the calendar. The purchasing agent wants printing value, nothing more and nothing less.

To these five executives in any company *Boyd's* offers a complete printing plant devoted entirely to printing. The ability, equipment and the desire to serve is here. Call us on any printing job.

BOYD PRINTING COMPANY

1323-25 Wood Street.

Dallas, Texas

Phones 2-2788-2-8902

Everything~ For Your Office

YOUR customers judge your business by the appearance of your office. A "Stewart" equipped office looks prosperous. Get equipment that is modern in the work that it accomplishes as well as the appearance it presents. Get equipment that will pay you the biggest dividends.

We supply everything—a simple set of index guides for your files—or a complete filing system, a waste basket, a small card cabinet—or all the equipment for an entire office or building.

Let us tell you about the equipment and record systems too, that are best adapted to your line of work—that will exactly meet the needs of your office.

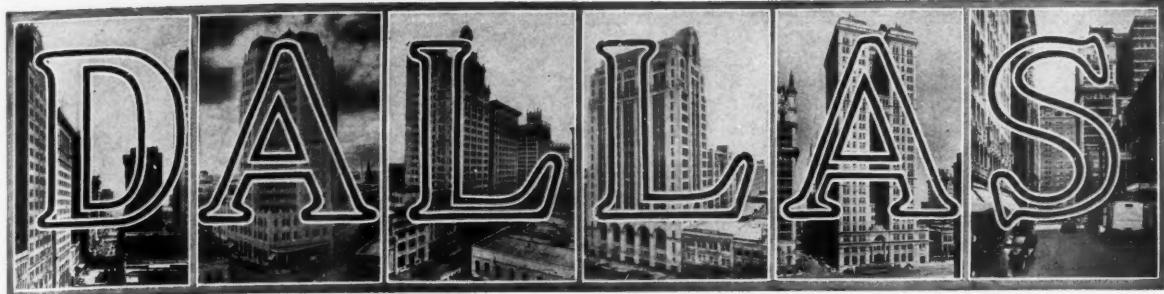
STEWART OFFICE SUPPLY CO.

1810 MAIN STREET

DALLAS, TEXAS

COMMERCIAL STATIONERS





OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

Published monthly by the Dallas Chamber of Commerce. Subscription price, \$1.50 per year. Entered as second class matter Feb. 6, 1922, at the Postoffice at Dallas, Texas, under act of March 3rd, 1879.

Volume 7

August, 1928

No. 8

Advertising Our Neighbors

By R. L. THORNTON
President, *Industrial Dallas, Inc.*

ARE you getting any response to the national Advertising campaign?" is a question each member of the Dallas Chamber of Commerce and Industrial Dallas, Inc., is asked many times every day.

The answer is, invariably, in the affirmative.

The response is of a varied nature, however. Letters are coming in at an increasing rate—more than thirty a day—asking for details on the Southwest, Texas and, specifically, Dallas.

It is too early, yet, to determine just how many of these inquiries will lead to the location of business and industry here.

There is, however, one definite response or, more appropriately, reaction, to the campaign. That is in Dallas, in the hearts and minds of Dallas men.

Expansion is becoming the watchword among Dallas manufacturers. The feeling is spreading rapidly that Dallas is to be a great industrial center and that outside industries are going to come here in appreciable numbers. This feeling is having a definite effect on those industries already here "on the ground floor." They reason that now is the time to equip themselves for a greater volume of business, a volume that will come naturally when the reputation as a manufacturing center is definitely established.

On the following pages of this issue of Dallas are listed more than a score of local industries



R. L. Thornton

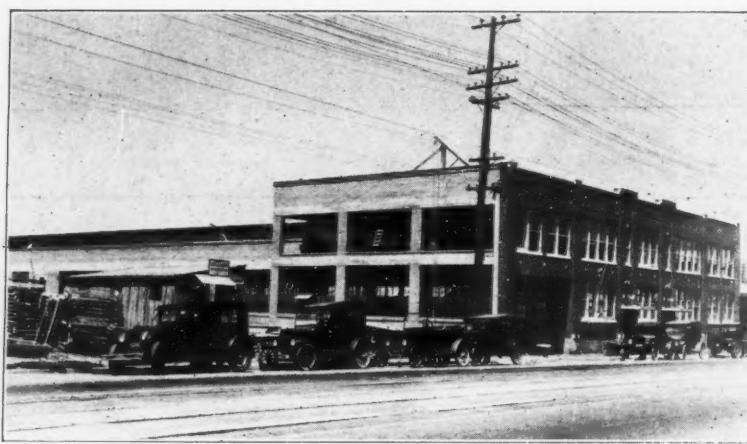
already successfully maintaining their position in Southwestern trade, yet have decided they do not want to wake up some morning and find that they have fallen behind. Rather they prefer to be leaders and "we are increasing the capacity of our plant" is overheard when manufacturers gather to discuss their mutual problems.

Another definite result from the advertising campaign has been noticed during the last few days. This is good will for Dallas in the Southwestern territory. The advertisements in The Saturday Evening Post, Nation's Business, Literary Digest and in a variety of trade magazines are not of a selfish nature, lauding Dallas to the exclusion of other Southwestern cities. Nor do they claim for the men of Dallas full credit for its greatness.

Every village, town and city in the states of Texas, Arkansas, Louisiana and Oklahoma will benefit from the Dallas advertising campaign. Those who have been following the advertisements have noted that the wealth, resources, population and position of the Southwest is the main feature. The officers of the Chamber of Commerce and Industrial Dallas, Inc., know that to build up the Southwest will be to build up Dallas. Its many advantages to the manufacturer, wholesaler and retailer are so patent and the leaders of the city are so active that there is no doubt but

(Cont'd on Page 23)

Building Industrial



The Chase Bag Co.

In addition to its record of New Concerns "Dallas" will carry each month a list of those established firms who have seen fit to expand their activities in any direction, whether it be in capacity, new lines, new quarters, new territory or in any other form of development.

Members are requested to notify the editor of any such changes, as soon as they are ready for publication.

THE proof of industrial development is the success of existing manufacturing establishments. There is no better proof of this success than expansion. During the present era of industrial growth this magazine will record in these columns the growth and expansion of existing firms, whether they be manufacturing establishments, wholesale houses or retail stores.

So rapidly are these changes taking place that it is practically impossible to keep a complete check without the co-operation of the members of the Chamber of Commerce.

The editor requests that whenever officials of a concern plan any type of expansion a notice to that effect be sent the Chamber of Commerce. A two-fold purpose is back of this request. First it is desired to give proper recognition to those firms who are keeping step with Dallas. Second it is desired to offer these expansion notices as proof that Dallas is not only now the leading industrial city

of the Southwest, but that it is growing at a tremendous rate.

The following is a record of some of the recent expansions in Dallas industrial life:

Fertilizer

The latest step in the growth of the United Chemical Company of Dallas is the addition of a plant for the manufacture of super-phosphate, a base for fertilizer preparations. The new plant will be in operation by Sept. 1 and will produce some 16,000 tons of fertilizer the first year. Practically all the first year's output has already been sold. A two-fold reason is back of the establishment of this new plant, according to George T. Cobb, president. The first is the fact that there is no similar plant in this part of the country and there is a heavy demand for the product. The second is that it gives a profitable outlet for the surplus sulphuric acid produced by the company's West Dallas plant. The phosphate plant adjoins the chemical factory. Other of-

ficers of the company are William G. Carroll, vice president; E. O. Cobb, secretary; C. J. George, treasurer; and F. A. Marlow, chemical engineer, plant superintendent.

The United Chemical Company is now producing 12,000 tons annually of sulphuric and nitric acid. The company is capitalized at \$250,000 with plant and equipment valued at \$300,000 and an annual payroll of about \$75,000.

Women's Hats

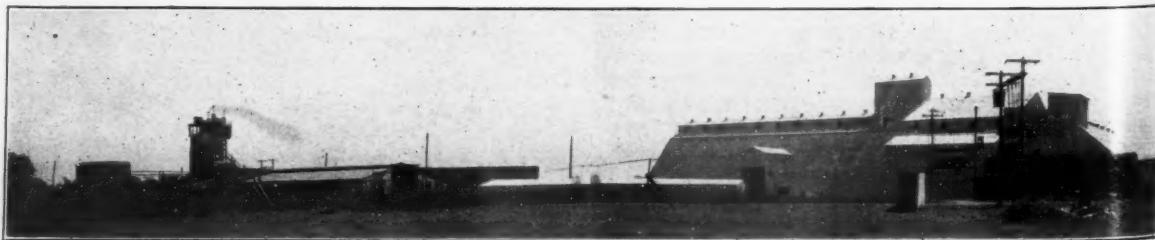
In October, 1927, the Lichtenstein-Mittenthal Co. decided to discontinue the manufacture of trimmed hats and substitute the eastern trimmed hats, believing they could supply better values. A few weeks ago the company resumed its local manufacturing activities at the demand of its customers, according to A. H. Mittenthal, secretary of the organization. "The product of this department has met with instant approval of the trade," Mr. Mittenthal said. "It is interesting to learn from our own experience that we could produce better looking hats at better prices here in Dallas than those we brought from New York. This is primarily due to the fact that Dallas manufacturers can know the exact desires of the Southwestern trade. I believe that our experience has proven that the Southwest is thoroughly appreciative of merchandise made in Dallas."

Furniture

Organized in February of this year the Coerver & Co., Inc., furniture manufacturers, have found that their original plant is already outgrown and plans are being made to build a new factory with approximately 20,000 square feet of floor space and increase production by approximately 100 per cent. "At the time of our organization we believed we were equipped to handle a reasonably increasing business for several years," L. J. Otto, president of the firm, said in announcing his plans. "That we considerably underestimated the possibilities of Dallas as a furniture manufacturing center has been clearly shown and we are not going to lag behind."

Meter Boxes, Etc.

With the six states of Texas, Oklahoma, New Mexico, Arkansas,



United Chemical Co. Plant

Dallas From Within

Mississippi and Louisiana in the market for their products it has been necessary for the Dallas Foundry, Inc., to extend its manufacturing activities in several directions. The plant is being equipped to manufacture all kinds of gray iron castings and a specialty will be made of the manufacture of sash weights. Meter boxes, municipal castings of all kinds and machinery castings are manufactured at the foundry.

Chili

Plans for state-wide distribution of Dallas manufactured chili are being made by Ben Thieme, president of Thieme's Chili Co. New machinery and an increased payroll will provide the increased production necessary. Asked for a brief history of his company Mr. Thieme wrote laconically: "Started 1919. Delivered on foot with basket. Now operate five delivery cars. Expect to cover state in near future."

Washing Machines

Two distinctly new lines have been added by the New Process Roofing & Supply Company, and Dallas remains the company's headquarters. The manufacture of electric washing machines and garbage incinerators has been started and a nation-wide distribution is rapidly being built up, according to H. E. Grossman, president of the company. New machinery was added for the making of these items. The company will continue to manufacture all kinds of sheet metal products, such as tanks, cisterns, storage tanks, granaries, storm cellars and skylights.

Women's Dresses

Justin McCarty, Inc., manufacturers of women's house dresses, has found such a ready market for their product that while still comparatively young it has had to seek larger quarters and now occupies the building formerly occupied by the L. O. Daniel Company at Commerce and Lamar.



John E. Mitchell Co.

Gas Instruments

The R. S. Manufacturing Company has been established in Dallas by the Refinery Supply Company for the overhaul and repair of the company's specialty instruments used in the measurement of natural gas. Dallas' nearness to the gas fields and its importance to the natural gas industry occasioned the opening of the factory, officials said.

Auto Tires

Removal of the warehouse of the Fisk Rubber Company from Houston to Dallas will be made as soon as a four-story building to house the state office of the firm is completed, probably within the next two weeks. The announcement comes from G. H. Randolph, manager of the Dallas office. The building will cost about \$60,000 and is located at 2500 South Ervay.

Oil Refining

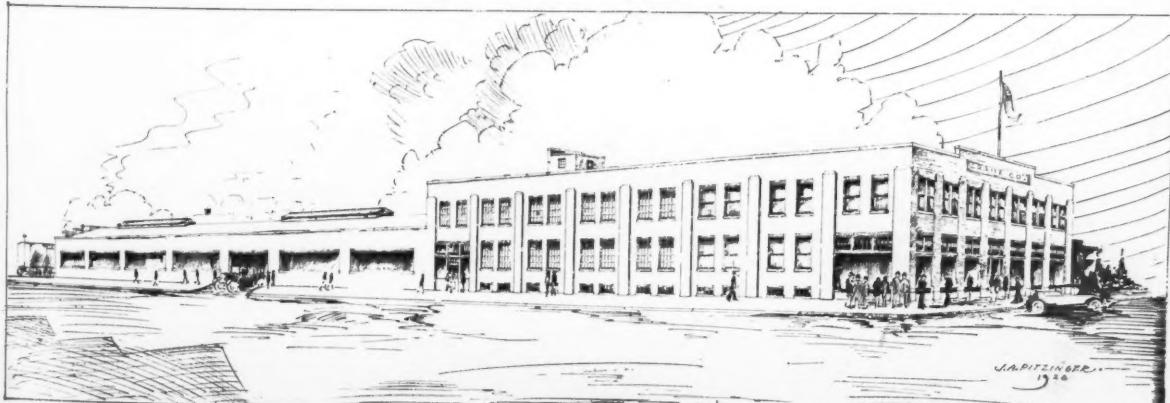
Dallas is the home office of Simms Oil Company, which maintains a widespread organization in the Southwest, engaged in oil production, transportation, refining and marketing. It is

now producing a daily average of about 11,200 barrels of crude oil, from 609 wells, which production could be largely increased were state restrictions on production to be removed. The company has under lease a total of 197,395 acres of properties and productive oil and gas lands. For the transportation of its products it employs about 125 miles of pipe lines and 595 tank cars.

The principal refinery of the company is located in West Dallas, where there are produced gasoline, kerosene, gas, oil and fuel oils. Another refinery, of somewhat smaller capacity, is located at Smackover, Arkansas, near large areas of productive oil territory belonging to the company.

The company has had very rapid growth since its modest beginning in 1919, although its progress has been marked by sound and conservative policies. Its present resources of almost \$30,000,000.00 attest the progress that has been made in that time and give promise of much larger growth yet to be realized. It is to be noted that, whereas the larger part

(Cont'd on Page 21)



New Plant of Crane Co.

On The Band Wagon

List of New Dallas Concerns Continues To Grow

THE monthly record of new concerns continues to grow, even in the hot summer months when, in many other less fortunate cities, business slows down.

A glance down this list will indicate the character of concerns that are now choosing Dallas for their state and Southwestern headquarters. Some of the firms are large ones, others not so large. Few of our present nationally known business houses started on a large scale, however, and it is a safe prophecy that when another decade has rolled away many of the concerns listed below will be giant industrial plants, distributing to the whole nation.

Accurate Typewriter Service Co., 2404 Main Street.

Acme Repair & Upholstering Co., 2528 Flora Street. Furniture upholstering and repairing.

American Encaustic Tiling Company, 802 Santa Fe Bldg. Home office, New York. Southwestern distributing branch. W. J. Deniger, district manager; Ned Vixler, assistant district manager.

Atlas Portland Cement Company of Kansas, 4330 Lemmon Avenue; district sales office.

Mrs. Baird's Bread Company, Bryan and Carroll Avenues. Building large bakery. Company incorporated for \$175,000, by Mrs. N. Baird, D. C. Baird and W. H. Baird, all of Mrs. Baird's Bakery, Fort Worth. W. H. King has general contract for construction of building.

Beam-O-Lite Company of Texas, 414 South St. Paul St. Advertising signs. H. L. Morrison, president.

Bennett & Blair Packing House,

2309 Jim Town Road. Wholesale meats. K. E. Bennett and P. P. Blair, owners; successors to Barker & Bennett.

Bibb Sales Agency, 505 Southwestern Life Building. Distributors for North Texas for Electro-Purifier, apparatus for electrifying of water for household use. E. M. Bibb and Will W. Price.

Birmingham Stove & Range Co., Second Unit, Santa Fe Bldg. Sales and distributing branch for entire territory west of Mississippi River. Fred C. Herbst, Western sales manager. Home office, Birmingham, Ala.

Blackwell-Weiland Book & Stationery Co., 1009½ Commerce St. Wholesale holiday goods sample room.

Bohart-Geary & Co., Inc., 1313 Cotton Exchange Bldg. Cotton.

Boy Togs Manufacturing Company, 1004½ Commerce St. Installing equipment for the manufacture of boys' clothing, play suits, etc. Arthur Goodstein, Ben Friendlander, I. Rudnick, Jake Harris and others interested in the business.

Bristol-Myers Company, Santa Fe building. Southwestern distributing branch, with C. M. Crawford as district manager, serving Texas, Oklahoma, Arkansas and Louisiana, with complete stocks in Dallas. This is one of the oldest manufacturing chemical companies in the country, with headquarters in New York.

Cabell Engineering & Creamery Machinery Company, Inc., 2815 Main Street, distributors of refrigeration, creamery and dairy machinery and equipment. Ben E. Cabell, Jr., president.

City Auto Parts, 3009 Elm Street. Crane Company, manufacturers of

plumbing equipment, have leased building being erected at South Lamar and Young Streets, for wholesale distributing branch to be established in September. Headquarters of company are at Chicago.

Cruse & Downs, 1315½ Elm St., retail radio.

Engineering Research & Equipment Corporation, 1130 Athletic Club Bldg.; home office, Los Angeles. Refinery equipment and engineers. J. E. Kornick, vice president and manager.

B. G. Ferguson, 1010 South Lamar St. Contractor.

Fisk Rubber Company, 2500 South Ervy Street. Building now being erected at this address to house the general Southwestern distributing branch which will be moved to Dallas from Houston when building is completed.

H. B. Foreman & Son, 619 Wilson Bldg., wholesale groceries.

Gardner-Texas Company, Commerce and Preston Streets; Texas distributors for Gardner Motor Car Company of St. Louis.

Georgia Marble Company, 512 Construction Industries Building; Southwestern sales office with F. F. LaRoche as manager. Home office, Tate, Ga. Dallas branch covers Texas, Oklahoma, Arkansas and Louisiana.

Heyser Investment Company, 1322 Kirby Bldg.

L. Holbert Dry Goods Company, 2622 Elm St. Retail.

K. M. A. Transportation Company, 1313 Young St.; operating motor freight line to Fort Worth and Wichita Falls. Paul B. King, manager.

Kelly-Trost Franklin Company, 2100 North Harwood Street, successors to Franklin Motor Car Company as North Texas distributors. Leo J. Trost and Stroud Kelley, partners; W. E. Knighton, manager; L. H. Berry, sales manager.

E. W. Lasater, 200 Continental Building. Real Estate.

Garland Lee Auto Storage, 405 South Ervy St. Garage.

The Marshall Company, Inc., Love Field, new division of Dal-Tex Spring Bed Company, for the manufacture of a complete line of household furniture.

Moonglow Hosiery Corp., 1515 Main St. Retail. J. T. McLaughlin, president.

Moon Motor Corporation, 1611 Ross Ave. Texas factory branch for Moon Motor Car Company of St. Louis.

Morgan Engineering Company, 1104 Mercantile Bank Bldg.; consulting engineers on Trinity River levee improvement work. Home office, Memphis, Tenn. Engineers in Dallas office, A. S. Fry, R. E. Hutchins, G. H. Hickox and J. H. Wilkinson.

Nisley Shoe Company, 1800 Elm St. Retail.

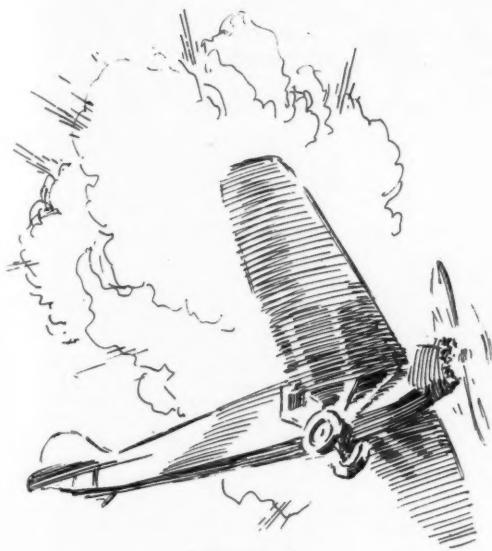
(Cont'd on Page 23)



Display of Dallas Advertising League at 1928 National Convention in Detroit.

Schools of The Air

Science of Aviation Is Being Taught At Love Field



A Texas Eagle

THAT Love Field is the safest flying field in America has been responsible to a large extent for the development of a little-known industry for Dallas—the teaching of the art of taking a "ship" off the ground, keeping it off and then putting it back without subsequent newspaper dispatches.

Three aviation schools are maintained at Love Field and a year round average of twenty-five graduates is being made. The Dallas Aviation School, Travel Air Ways, Inc., and Good and Foster are drawing students from all over the nation, because of the reputation of the field, the all-year flying weather, the favorable surrounding terrain and the reputation for thoroughness established by the conductors of the schools.

The curriculum of each school is more or less standard, similar to the large schools in the North and East. It consists of ground work, mechanical instruction, flying in a dual control machine with an instructor and finally solo flying.

The mechanical operation of a plane is thoroughly drilled into the student before he ever leaves the ground. When this item is mastered he then goes up with an instructor. For awhile he keeps his hands and feet on the various controls while the instructor operates the stick. Then he is allowed to direct the plane in simple movements while the instructor "stands by" to instantly correct any error that may be made. After the student is safe to pilot the ship in the air he is then allowed to take off and land the plane, still under the watchful eye of the teacher. Then comes solo fly-

ing and in a short time the student is a qualified flyer in business for himself or flying his own private plane for the pleasure of himself and his friends.

It is not as simple as it sounds but neither is it as dangerous as it sounds. The training period requires from two weeks to two months, depending upon the intensity of the training and the stage of training hoped to be reached.

There are three kinds of pilots, broadly speaking. The private flier flies his own machine and is allowed to carry as passengers his friends, but is not allowed to accept passengers or merchandise for hire. Then there is the commercial pilot who can accept merchandise but not paid passengers. The third classification, transport pilot, is the ultimate goal. He may accept passengers or cargo for hire and may, with proper commission, carry the United States Mail.

The federal requirements for transport license are strict and the flyer who obtains it must have a long record of successful flying.

Visitors at Love Field have often noticed planes taking off, circling high above the field, descending and skimming along the ground and then rising into the air again. This is a student pilot practicing landing and taking off, the prime factors in flying.

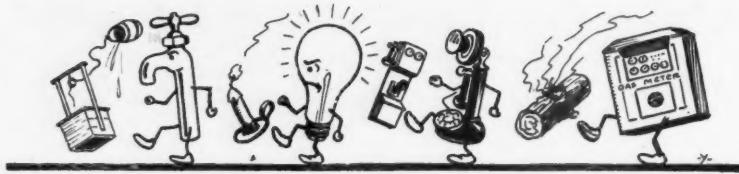
In addition to the three commercial schools at Love Field the training school for the organized reserves is held here in the summer. Already more than 100 reserve army pilots have taken the course this summer. This is a course in advanced flying for experienced pilots who wish to "keep their hand in." These men, with the regular Army, Navy and Marine Corps air forces will form the nation's air defense in case of war. A supplemental field is used by the Army flyers to leave the municipal field clear for commercial use.

This training of pilots is but one of the many services rendered at Love Field that have made Dallas famous all over the nation for its aviation activities, and gained for this city the reputation of aviation center of the Southwest.



Love Field Hangars

When Conveniences Were Luxuries



HISTORY is an ever present yardstick by which to measure the growth of the present and the hope of the future. In no state of this country is the contrast between the present and the past so vivid and so romantic as it is in Texas.

Consider the forefathers with their sailboats and their stage coaches. Consider the present with its telephones, its gas stoves, its electric power and all the miracles of modern inventions. And having considered these permit me to tell you the story of a certain sailing vessel.

It is the month of November in the year 1858. The slavery issue is growing acute in the land. Lincoln in another two years will be elected president. In a few months the South and the North will be at grips in the greatest civil war of history. But this has nothing to do with our story except as a background.

In the port of Galveston, then the chief metropolis of the great Southwest, the citizens have gathered at the wharf to witness a memorable event. Riding at anchor lies a strange ship. She flies a foreign flag. She is white of sail and broad of beam—built for endurance rather than for speed.

German Fuel.

A horde of brawny black slaves swarm over her sides and soon from her hold they issue forth carrying sacks—a long shuffling line of black men swaying under their loads and crooning darky songs as they sweat and work.

The ship is just in from Germany. She is laden with coal and has been on the waters for many weeks bringing her heavy burden from the distant coal mines of Europe. This ship and this coal made possible the first public utility in Texas.

The first gas manufactured in the state was made from coal brought in sailing vessels from Germany. The first gas company was organized at Galveston and chartered by the Legislature in 1854. It was not until four years later, however, that the company had completed its plant for the manufacture of gas.

Although there was unlimited coal within a few hundred miles of Galveston, it was easier to transport it from Germany by ship than to bring it overland from the neighboring states by ox teams. The coal was unloaded by the slaves who also stoked the gas retorts, and the records of the company show that the first makers of gas in Texas were willing to pay as high as \$1,000 a piece for strong

young negroes who could stand the hard work.

Gas a Luxury.

This company sold gas at \$12 a thousand cubic feet! What a contrast! Today gas is a necessity in millions of homes and is within reach of the humblest citizen. And one can buy almost 20,000 feet today for the price our forefathers paid for a single thousand seventy years ago.

Four years after gas was introduced as a startling innovation at Galveston, a gas company was organized in San Antonio. The city ordinance provided that the maximum charge should be \$7 a thousand cubic feet. This gas was made from resin brought overland by ox teams from the port of Indianola, a town that was destroyed by a storm many years ago.

Prior to 1909 this state did not have a single long distance gas main. That was the year of the discovery of natural gas and the beginning of the modern era of unexampled gas development. Nineteen years ago gas was discovered in the Petrolia field north of Wichita Falls. It came on the heels of a wildcat oil project in that field. When the prospectors failed to find oil, but instead discovered gas, three of them joined forces and formed the Lone Star Gas Company. They were Treat and Crawford of Pittsburgh, The Corsicana Petroleum Company, and the Texas Company. Gas was piped into Fort Worth in 1909, and into Dallas the following year. Five years later it arrived at Sherman, Denison and Gainesville.

Developing Rapidly.

From these small beginnings the magic fuel has gone by leaps and bounds throughout the state until to-day gas men tell us we are in the midst of one of the most remarkable development and expansion programs the industry has experienced anywhere.

Last year more than 150 towns and cities in Texas were connected with the gas lines, more than 2,500 miles of long distance mains were laid, and the production and consumption of this natural resource increased by hundreds of millions of feet.

Today the industry that began a hundred years ago when the vapor was called "a ghostly breath" has a network of pipe lines throughout Texas measuring more than 8,000 miles—equal to the diameter of the earth; it supplies hundreds of towns and thousands of industries, and is enabling this state to advertise to the

world that it has an abundance of dependable, reasonably priced fuel for all purposes from heating a mansion to singeing a pig.

Last year the Lone Star Gas Company alone, which has its headquarters in Dallas, added 65 towns and 909 miles of long distance mains. It has more than 3,000 miles of trunk pipe line, serves about 200 cities and towns, has almost 200,000 domestic consumers, and supplies 1,198 industrial plants. It is but one of many companies with similar records.

The First Telephone.

Again dip into history. The scene is the city hall at San Antonio and the date is March 28, 1878, about fifty years ago. The little drama evolves about the first telephone in San Antonio. This telephone line ran from the City Waterworks near the head of the river to the mayor's office, a distance of three miles. While not the first telephone line in Texas it was the most ambitious up to that time. The first telephones had been installed just a few months before this at Galveston when the publisher of the Galveston News connected his home with his office.

On the date mentioned a reporter for the San Antonio Express visited the office of the City Waterworks in the City Hall to examine the marvelous new instrument called the telephone. In the following morning's edition of the Express he describes the experience as follows:

"Yesterday afternoon while in the office of the Waterworks Company on Commerce Street, we had quite an interesting conversation with Mr. Freeman, secretary and engineer of the company, who happened to be at the pump house three and a half miles distant. As neither Mr. Freeman nor the representative of the Express cared to test their lungs to their fullest capacity, of course the telephone had to be used.

"Fastened to the wall is a mahogany box, a little larger than a cigar box, perhaps as big as a cigar box and a half. On the outside of the box are two bells. When those bells suddenly and unprovokedly begin to ring in an alarming manner, that means that the fellow at the other end of the line is anxious to say something. Hanging to the box by a five-foot string is a wooden handle about the size of a bottle of mucilage. This is held to the ear and even the voice of the man at the other end is readily distinguished, although the transmis-

(Cont'd on Page 18)

Texas—For the Convention Visitor

SOME unfamiliar "facts" about Texas and some very serious and impressive ones are contained in a unique sheet that the convention Department of the Chamber of Commerce distributes at the convention when Dallas is being voted on as the next convention city.

The sketch at the right is on the obverse side of the sheet. On the reverse side is the following speech of an unknown orator whose name was lost many years ago. Z. E. Black, manager of the department, has made some modern corrections and additions.

"TEXAS"

"Texas, the William H. Taft of the commonwealths, occupies all of the continent of North America except a small part set aside for the United States, Canada and Mexico. Texas owns the north half of the Rio Grande, one of the few rivers in the world with one bank wet and the other dry. Texas is bounded on the north by 25 or 30 States, on the east by all the oceans except the Pacific, on the south by the Gulf of Mexico and South America, and on the west by the Pacific Ocean and the rest of the world. Underneath Texas they have at this writing been down only 8,000 feet or so for oil, and up in the air Texas has in Guadalupe Peak, 9,500 feet above sea level, the highest hill in the United States east of the Rockies.

"Texas is so big that the people of Brownsville call the Dallas people 'Yankees', and the citizens of El Paso speak of the residents of Texarkana as being 'effete Easterners'. It is further from El Paso to Texarkana than it is from Chicago to New York, and Texarkana is closer to Milwaukee by airline than it is to El Paso. (Try this on your Rand-McNally). The United States with Texas left out would look like a three-legged Boston terrier.

"The chief occupation of the people of Texas is to try to keep from making all the money in the world, and at that the wealth of Texas increased 53% between 1900 and 1927. At one time Texas was so wild that not even the law of gravitation was obeyed and the chief pursuit of the Texans was Indians and Mexicans, but now it is crop records and Democratic majorities. It is so healthful in Texas that out at Eastland a horned frog lived 30 years sealed in a cornerstone without food, air or water.

"Texans are so proud of the Lone Star State that they cannot sleep at night. If a Texan's head should be opened the map of the State would be found on his brain. The word 'Texas' is of Indian origin and means 'Friends' and the Texas people are that way yet unless you take a slam at their State. If your front gate is not at least 18 miles from your front door you do not belong to society as constituted in Texas. Down on the King ranch the front gate is 150 miles from the front porch and the owner is think-

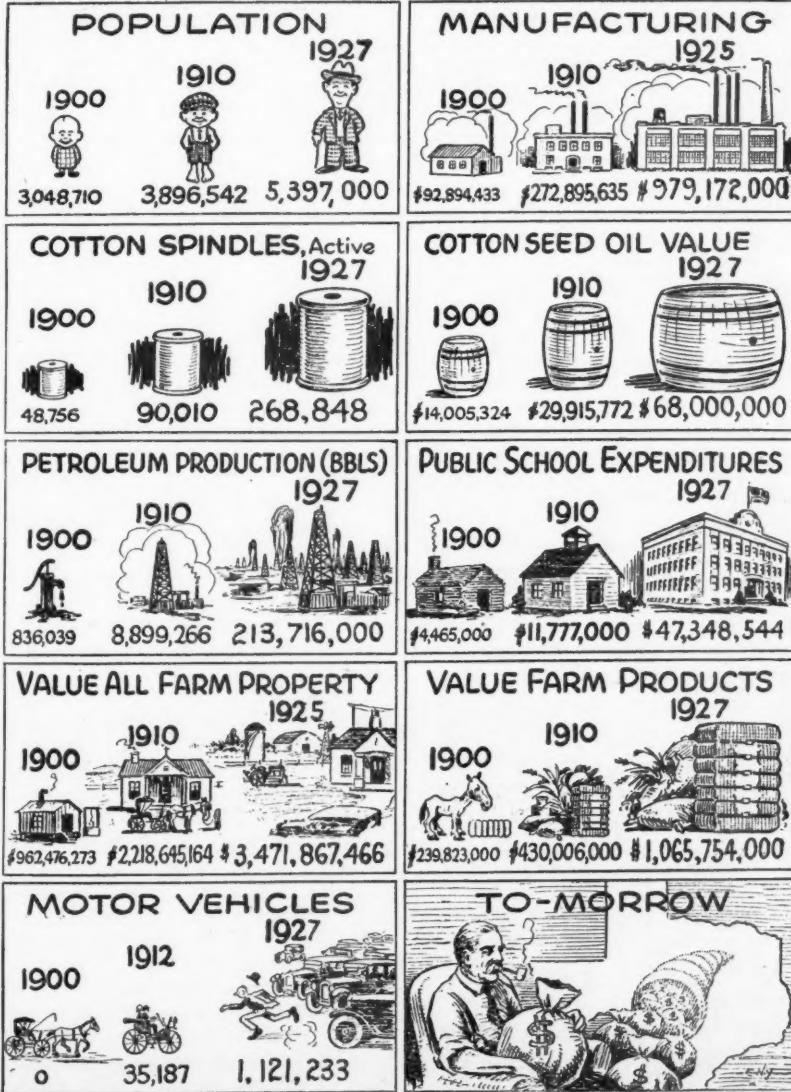
ing of moving the house back so as not to be annoyed by passing automobiles. Other Texas landlords have whole mountain ranges on their ranches and one Texan has 40 miles of navigable river on his farm. If the proportion of cultivated land in Texas were the same as in Illinois the value of Texas crops would equal that of the other 47 States combined. If all the people of the United States were to move to Texas it still would be no more densely populated than is Massachusetts. Texas has land enough to supply every man, woman and child in the whole world with a tract 20x200 feet and have enough left over for

all the armies of the world to march around five abreast.

"To move the Texas corn crop would take a string of box cars longer than the distance between New York and San Francisco. If the 1,500,000 tons of sulphur mined in Texas annually were in the hands of his Satanic Majesty they would solve his fuel problem. If all the cotton grown in Texas were baled and built into a stairway it would reach to the Pearly Gates. If the 213,768,000 barrels of oil produced in Texas last year were made into gasoline it would run a well-known make of light car throughout

(Cont'd on Page 21)

How Texas is Growing





Dallas

Official Organ of the Chamber of Commerce, published monthly

E. C. WALLIS, EDITOR
EARL Y. BATEMAN, BUSINESS MGR.

Vol. 7 August, 1928 No. 8

DALLAS CHAMBER OF COMMERCE OFFICERS

E. R. BROWN	President
GEO. WAVERLEY BRIGGS	Vice President
ARTHUR L. KRAMER	Vice President
NATHAN ADAMS	Vice President
A. V. LANE	Treasurer

DIRECTORS

ONE-YEAR TERM

Geo. Waverley Briggs	Edward T. Moore
F. F. Florence	H. A. Olmsted
R. S. Haseltine	Hugo Schoellkopf
	Edward Titche

TWO-YEAR TERM

E. R. Brown	Frank L. McNeny
T. E. Jackson	A. M. Matson
Porter Lindsay	Phil T. Prather
	R. L. Thornton

THREE-YEAR TERM

Nathan Adams	Arthur L. Kramer
J. Perry Burris	John W. Philp
John W. Carpenter	S. B. Perkins
	Harry L. Seay

STAFF

M. J. Norrell	General Manager
Z. E. Black (Retailers, Conventions)	Asst. General Manager
E. M. Fowler	Financial Secretary
Clyde V. Wallis	Industrial Department
John Boswell	S. W. Div. Service, Highways
A. L. Reed, Sam Goodstein	Transportation
W. H. Moore, L. A. Bell	Membership
Herbert B. Carpenter	Wholesalers
Robert J. Smith	Manufacturers, Foreign Trade
E. C. Wallis	Publicity
A. B. Jolley, Miss Ruth Payne,	
Harry Peterson	Agriculture
Mrs. M. E. Tate	Road Information Bureau
H. V. DeArmond	Junior Chamber
C. L. Norsworthy	Pres. Wholesale Mer. Assn.
T. J. Mosher	Pres. Manufacturers' Assn.
Herman Philpott	Pres. Retail Mer. Assn.
Sam P. Cohen	Pres. Junior Chamber

Chamber of Commerce of the United States of America—Joseph F. Leopold, Manager, Southern Central Division.
Open Shop—R. S. Haseltine, Pres.; C. A. Jay, Vice President and General Manager.
Real Estate Board—Roy E. Smith, President; E. A. Bell, Secretary.
Automotive Trades Association—F. A. Ferris, Pres.; Dr. J. H. Connell, Executive Secretary.
Kessler Plan Association—Dr. E. H. Cary, Pres.; John E. Surratt, Secretary.
Hotel Association—H. H. Hudson, Pres., Mrs. C. L. Hamil, Secy.
National Air Transport, Inc.—C. B. Braun, Southwestern Div. Traffic Mgr.

OFFICE: Chamber of Commerce Building, 1101 Commerce St., corner Martin. Telephone 2-5425
SUBSCRIPTION \$1.50 A YEAR; 15c A COPY
ADVERTISING RATES ON APPLICATION

EDITORIALS

HIGHWAY SLAUGHTER

Placing a cross along the roadside for every person killed in an automobile accident within the past 10 years would mean one to approximately every three miles of improved highway in the United States.

This statement, issued today by National Headquarters of the American Automobile Association, is based on a death toll on streets and highways of about 175,000 within the last decade and a present system of 600,000 miles of improved roads.

The A. A. A. also pointed out that if these crosses were confined to one transcontinental highway—such as the Lincoln Highway, stretching 3,200 miles across the country—there would be over five crosses to every mile of roadway.

Turning to the non-fatal accidents on the highways and byways, the national motoring body said that if a marker was placed for every person injured in an automobile accident, there would be two to every mile of road of all types in the country and along the Lincoln Highway there would be 158 to every mile. This is based on an average of 29 injured for every person killed and around three million miles of roads.

The A. A. A., in launching through the Safety Departments of its 1,047 affiliated motor clubs an intensive and continuing campaign to diminish the automobile traffic hazard on the streets and highways of the nation, declared that there must be a constant national effort on a more co-ordinated basis than has heretofore been the case.

"If some cyclone or tornado should suddenly sweep down and destroy 26,000 lives and injure people, there would be an outpouring of sympathy and aid from every far corner of the world," Thomas P. Hendy, president of the A. A. A., said. "Yet, this is the annual toll on the highways of the nation and from the limited attention it receives, I often feel that many millions of our citizens often take it for granted."

"If the automobile death rate should continue at the present rate for the next two decades the toll on the highways will exceed 520,000 persons, or a number roughly equivalent to the total present population of cities like Milwaukee, Wis., or Washington, D. C." The statement continues:

"Careful estimates of the total highway fatalities for 1927 is found to be the appalling number of 26,000 human lives. A conservative estimate of the ratio of serious personal injury highway accidents to fatalities is 29 to one. This gives an estimated total of 725,000 personal injury accidents."

"Automobile deaths have been steadily gaining since 1908, and every year up to 1927 showed a mounting toll. During the second 10 years, 1918 to 1927, more than five persons were killed in automobile accidents for every one person killed during the first ten years, 1908 to 1917. The deaths have steadily increased along with the gain in number of machines used."

"The economic loss due to these accidents in which personal injuries occur can probably never be known. Several estimates have been made. The most conservative is based upon the usual liability of \$5,000 per life and an average of \$175 for each personal injury. These two items applied to 26,000 fatalities and 725,000 non-fatal injuries, respectively, give an approximate total of \$266,500,000. Add to this an average actual property damage of \$50 due to every accident involving either personal injury or property damage (conservatively estimated at 7,000,000), there results a total estimated loss of close to \$700,000,000 annually. Of course, this economic loss while it cannot fail to retard our national prosperity, is negligible as compared with the humanitarian aspect of the safety problem."

New Members

The following is a list of recently elected new members of the Dallas Chamber of Commerce:

Trivers Clothes Stores, retail clothing, 1404 Main Street.

Advanced Advertising Co., general advertising and signs, 4508 East Grand.

H. A. (Hal) Hood, peace officer, County Court House.

Zinke Re-Bottoming Shoe Co., Inc., shoe repairs, 1605 Main Street.

Newton Holloway, manufacturers' agent, Wholesale Merchants' Building.

Thrift Packing Co., manufacturer food products, 510 Pacific.

Dallas Aviation School, airplane manufacturers and passenger service, Love Field.

Good & Foster, flying school and passenger service, Love Field.

Morten Davis Co., wholesale ready-to-wear, Jackson and Austin streets.

Davis Millinery Co., wholesale millinery, 1016 Commerce.

Cranfill & Reynolds, oil producers, 1013 Commerce.

Ridgway Mailing Co., mailing, 1702 St. Louis.

J. A. Campbell Green River Co., syrups, 2912 Hall.

Midland Building & Loan Association, 1003 Santa Fe Building.

Harry B. Barnhart, attorney, Mercantile Bank Building.

Lowe & Campbell Athletic Goods Co., distributor athletic goods, 1915 Commerce.

Idico Corporation, deodorants, polishes, etc., 2nd Unit Santa Fe Building.

Henger & Chambers Co., contractors, Dallas National Bank Building.

Abbey Bros. Office equipment, 1914 Main Street.

Duff Electric Co., wholesale electric supplies, Santa Fe Building.

Southern Potteries, pottery and stoneware, Love Field.

Gordon Vaughan Corporation, felt novelties, 1502 Cochran Street.

Equality Paper Box Co., Inc., paper boxes, 1609 Hughes Circle.

Sanitary Construction Co., wainscoting and restaurant equipment, 1810 Orange.

Southern Specialty Co., food products, 2025 Cedar Springs Road.

Art Memorial Co., monuments, 715 Southwestern Life Building.

Forrest Kirkland, commercial artist, 518 North Texas Building.

Dr. W. D. LaTaste, dentist, 1521 Medical Arts Building.

Morris Men's Wear, retail men's wear, 1616 Main Street.

Thomas W. Miffitt, Jr., Sanger Apartments.

Arend-Dawson Co., wholesale ready-to-wear, Wholesale Merchants' Building.

Texas & Pacific Coal & Oil Co., wholesale petroleum products, 2501 Harrison.

Beam-O-Lite Sign Company of Texas, 414 South St. Paul Street.

Knox Street Hardware Co., 3205 Knox Street.

Trotth Bros. Co., retail groceries, 3102 Knox Street.

Eristol-Myers Co., manufacturing chemists, Santa Fe Building.

Knott's Bakery, Inc., wholesale bakery, 4120 Commerce Street.

Cabell Engineering & Creamery Machinery Co., 2815 Main Street.

K. M. A. Transportation Co., motor freight line, 1313 Young Street.

Texas-OHio Cultivator Co., wholesale implements, 504 Elm Street.

E. R. Marts, oil operator, 507 Insurance Building.

State Trust and Savings Bank, 1606 Main Street.

Harrill Business College, 4907 Lindsley Street.

American Cotton Growers Association, 1108 South Ervy Street.

Wicker Fish Co., wholesale sea foods, 1301 Broom Street.

McConnell Printing & Advertising Co., 305 South Ervy Street.

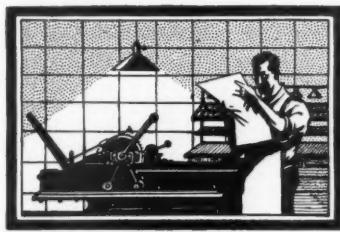
Samuell Investment Corporation, finance, mortgage loans and wholesale lumber, 901 Dallas National Bank Building.

Blake Smith Undertaking Co., 240 West Davis Street.

Board & Stone Electric Co., Inc., automotive electric supplies, parts and repairs, 2312 Main Street.

Lane Vegetable Spray Co., manufacturers vegetable sprays, 2608 Swiss Avenue.

Stroter-Peterson Co., general insurance, Republic Bank Building.



The Stamp of Distinction on Your Advertising

PROGRESS in the Southwest has reached a point where leaders must be alert to hold their leadership. New firms must quickly reach a standard or forever be classed as second raters.

A well ordered, carefully prepared advertisement is evidence of a well managed organization. Smoothness and an air of distinction in public appearance reflects an ability to serve well from within.

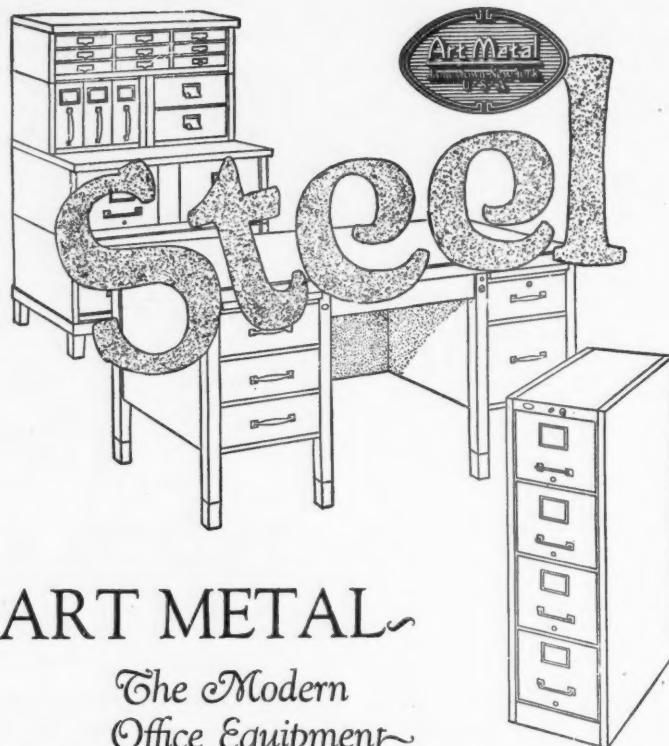
An air of distinction and well being can always be put into your advertising through the use of good *typography*. The arrangement of the type in its relation to the rest of the copy and the type face used... even its quality... all has a bearing on the final appearance of the advertisement itself.

Typography is the dress in which your firm steps out to meet the public. Be sure that it is right.

STOVALL TYPOGRAPHERS, INC.

Advertising Typography

1416 Young Street DALLAS Telephone 2-6722



ART METAL

*The Modern
Office Equipment~*

Today with business demanding every possible time and labor saving aid, with ever increasing rentals demanding the utilization of every foot of floor space, Art Metal Steel Office equipment plays a more prominent role than ever before.

Perhaps you are confronted with the problem of reducing waste motion or conserving floor space to meet the exacting demands of your business. If so, let us show you how Art Metal equipment can help you in its solution. So thoroughly complete is the Art Metal Line—embracing over 300 different articles from desk trays to safes—that every office need is anticipated. So thoroughly is it standardized that any piece of Art Metal equipment can be matched whenever you need additional equipment.

Add to these advantages the durability and permanency of steel—its resistance to fire, dust and dampness—and you can readily understand why Art Metal steel office equipment is used in the offices of leading business institutions the country over.

Art Metal

STEEL Office Equipment, Safes and Files

CLARKE and COURTS
Manufacturing Stationers

1506-8 Young Street

DALLAS

New Incorporations

Brennan, Brown & Auld, Inc., chartered July 27, authorized capital \$1,000; J. Earl Brennan, J. Richard Brown and Orrin C. Auld, incorporators.

Chemical Mercantile Sales Company, chartered July 19, \$5,000 capital; W. P. Durbin, Dr. R. Nicolls and R. T. Meador, incorporators.

Edler Company of Texas, chartered July 16, \$10,000 capital; A. D. Edler, F. E. Tennant, Sr., F. E. Tennant, Jr., incorporators.

W. R. Hughes Company, chartered July 27, \$50,000 capital; W. R. Hughes, L. B. Everett and C. L. Alexander, incorporators.

Industrial Properties Corporation, chartered July 25, 29,000 shares no par value stock; J. D. Kirven, E. P. Howell and C. H. Clark, incorporators.

Lone Star Produce Company, chartered July 17, \$5,000 capital; Simon Goodman and C. M. Shackelford, incorporators.

Southern Hat Manufacturing Company, chartered Aug. 1, \$5,000 capital; Bert Rosenfield, Morris Rossen and A. S. Barn, incorporators.

Southern Service Company, chartered July 26, \$60,000 capital; H. F. Lindsey, Douglas W. Forbes and O. H. Koch, incorporators.

Southern Golf Machine Company, chartered July 26, \$5,000 capital; Louis Tobian, Jack Wertheimer and J. M. Sansom, incorporators.

Southwestern Sewer Company, chartered July 26, 23,000 shares no par value stock; E. C. Calder, M. R. Diggs and Robert B. Hincks, incorporators.

Southwest Ticket & Coupon Company, chartered with \$50,000 capital; Charles S. Mitchell and A. B. Webb, incorporators.

Top White Goods Manufacturing Co., chartered July 19, \$1,200 capital; George Elson and C. H. Baker, incorporators.

Warner Gear Texas Company, chartered Aug. 2, \$10,000 capital; W. E. Salter and D. C. Biggers, incorporators.

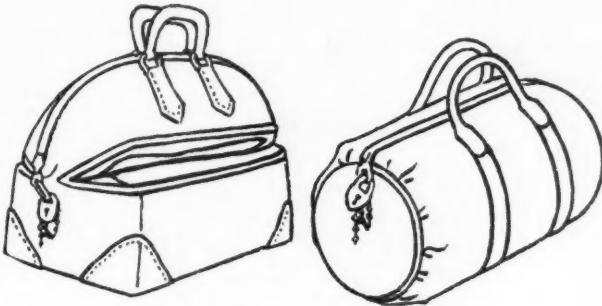
Wiley Construction Company, chartered July 27, \$5,000 capital; Emery Wiley, C. L. Alexander and J. S. Robertson, incorporators.

Typography Shop for Dallas

A shop in Dallas for the exclusive production of advertising typography was opened on August first by Stovall Typographers, Inc. The shop will be in active management of Mr. T. F. Stovall, for the past eight years foreman of the composing room of R. C. Dyer & Co. J. Richard Brown is president of the Company, which is located at 1416 Young St.

According to Mr. Stovall, this marks the first shop of this kind south of St. Louis and Kansas City and is a recognition of the progress that is being made in advertising in the new Southwest.

PADGITT LUGGAGE



For the fellow who is
always in a hurry

"ZIP O'GRIP"

*a sag proof roll bag featuring
a sliding fastener—fool proof
—guaranteed not to get out
of order. Very practical for
the golfer—*

\$6.75 to \$22.50



The Pivotal Point of the Dallas Wholesale Market



Wholesale Merchants Building



*The home of more than a score of
wholesalers and manufacturers*

Rates on Application

Phone
2-5475

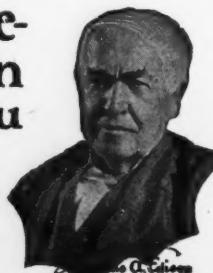
D. L. Whittle, Mgr.
912 Commerce St.

**Think once-write once-
at once is the Edison
dictation principle you
will ultimately adopt.**

THE EDIPHONE
1714 Commerce St. Phone 2-6976

Ediphone

Edison's New Dictating Machine



New Air Mail Rate Increases Business

If a letter is worth writing, it's worth getting there. Evidently people in Dallas are beginning to realize the truth of the above, judging by the increased patronage of the air mail since the new rates went into effect August 1st. Under this rate the first ounce goes by air mail for only 5 cents, and each additional ounce for ten cents. It is now a sound business practice to eliminate the days wasted in transit in using the ordinary train mail, by using the air mail on all out of state correspondence.

A few figures will show how Dallasites, both for their business and personal use are taking to the air mail.

Net Weight Air Mail Originating In Dallas.

First seven days August, 1926, 189 lbs.
First seven days August, 1927, 107 lbs.
First seven days August, 1928, 266 lbs.

DALLAS SCHOOLS EXPAND

Preparations are being made by Dallas public school officials to accommodate some three thousand more pupils this year than last, according to announcements by Acting Superintendent E. B. Cauthorn.

Mr. Cauthorn announced, in addition to the three school districts which have been taken under Dallas' wing, and the Beeman district which was known to be under consideration, the Bonnie View and Wahoo districts also are being looked over for possible addition to the system.

In all, there may be ten new districts within the Dallas school limits when the third Monday in September rolls around.

1,100 New Pupils

Approximately 1,100 new pupils will be furnished by the districts already added. There will be approximately 150 from Love Field, forty from the Eagle Ford colored school, 120 from Eagle Ford school No. 1, 150 from the Eagle Ford "brick", or Arcadia Park school, 150 from Cockrell Hill and 500 from Lisbon. Another thousand may be expected if the other six districts are inducted.

With the natural growth, which is estimated from approximately 2,000 additional scholastics reported by the census, the total figure was arrived at by the superintendent pro tem.

An unusually small number of new teachers needed election this summer, Mr. Cauthorn added, declaring that the assignment of teachers, which will be published just before the beginning of school, is "just about complete." About thirty-five new teachers will be employed in all, Mr. Cauthorn said, including the approximate score which will come in with the districts recently added.

Keeping Up With Busy Dallas

G. G. Beakley, formerly assistant zone manager of the southwestern branch of the Willys-Overland, Inc., has been appointed zone manager to succeed C. A. Best. Mr. Best has been appointed manager of the Detroit zone.

—o—
Leon Dargan of Dallas has been named the Texas State Agent for the Public Fire Insurance Co., Newark, N. J. Permanent headquarters have been established by Mr. Dargan in the Kirby Building.

—o—
Milt Pandres of Titche-Goettinger Co., has been elected vice president of the Associated Retailers Advertisers.

—o—
A contract to build a bridge across Back Bay at Biloxi, Mississippi, has been let to the Fuller Construction Co. of Dallas. The bridge will be of concrete construction and will cost about \$740,000.

—o—
Col. W. E. Talbot of Dallas has been elected president of the Rainbow division veterans. Col. Talbot served with the division during the World War as commander of the 167th Infantry.

—o—
Ernest Morrison of Asheville, N. C., has been named managing director of the Palace Theater.

—o—
W. H. Pott of Dallas has been re-elected president of the National Leather and Shoe Finders' Association.

—o—
Controlling interest in the Dallas Steers has been obtained by Fred McJunkin and Sol Dreyfus. Mr. McJunkin was elected president of the club.

—o—
Ben C. Ball, former assistant vice president of the North Texas National Bank, has been elected a vice president of that institution.

—o—
Charles A. Moore was elected president of the Dallas Jewelers' Association at a recent meeting of the organization. Directors elected were H. H. Hawley, C. L. Norsworthy, P. G. Storm, Myron Everts, Simon Linz, John L. DeGrazier and R. H. Orkin.

—o—
Lynn Stokes, of Dallas, has been elected president of the Texas Farm Bureau Cotton Association.

The Kelley-Trost Co. has been named distributors for the Franklin Automobile in North and Central Texas, according to a recent announcement.

James A. Crouse, Dallas advertising man, has been appointed manager of the recently opened Dallas office of the John Budd Company, national advertising representatives.

Letters From France

If you are going abroad, if some one from your firm is abroad, or if you have foreign merchandise or styles to sell—

A Letter from Paris to Your Customers

—would attract plenty of attention. Such letters, announcements or hand painted folders mailed under a French stamp with a French post mark command attention and put power in the message. *They cost but little more than domestic mailings. They should be worked up now for your Fall and Christmas Trade.*

Call up for samples and prices

Commercial Printing and Letter Service Company

918-919 Santa Fe Building
2-8168

W. Marion Newman

Kemp S. Burge

Ted Jones

Natural Gas



Increases Property Values By Attracting Industries

Of all the advantages offered by your community to attract new industries, *Natural Gas*—a dependable supply of Natural Gas—comes close to the head of the list. And what is the result of new industries? More people, more business, more prosperity, greater property values, for present and prospective property owners. You can safely buy and hold property in a community that is well served by Natural Gas, because it's certain to grow. Do you realize that the growth in property values due directly or indirectly to the community asset of Natural Gas off-sets the cost of gas consumed for heating and cooking? Yes, Natural Gas is a *real asset* to your town. And it is our pleasure to help stimulate the growth of the community, by rendering a *dependable* gas service.

Lone Star GAS Co.

* The Lone Star Gas Company is a producer, purchaser, pipe line transporter and wholesaler of natural gas. It serves you by backing up the service of your local gas company.



WE have very desirable office space arranged with warehouse or exhibit space adjacent thereto



The service you buy from us is based on forty years of experience.

* * *
Our facilities unequalled in the South

Dallas Transfer & Terminal Warehouse Co.

SECOND UNIT, SANTA FE BUILDING

DALLAS, TEXAS

When Conveniences Were Luxuries

(Cont'd from Page 10)

sion of the wire gives it a squeaking kind of a sound but perfectly clear and distinct. In replying, the telephone is held near the lips and there is no necessity for speaking louder than in an ordinary tone of voice. The telephone can be used for a distance of 135 miles.

"Various questions and answers were exchanged with as much ease and facility as if the conversing parties were only a few feet instead of a few miles apart."

Much Talk.

Now in this span of fifty years what has happened? In that city where fifty years ago a telephone conversation was so unusual as to attract the attention of a newspaper, there are today more than 365,000 telephone conversations in a single day; there are daily more than 3,700 calls for "information," more than 1,900 originating long distance calls, more than 40,000 telephones and the company there employs almost 800 women and girls alone.

In the state of Texas on the first day of last month (July, 1928) there were a total of 634,729 telephones in use. Of this number, 422,982 were operated by the Bell Telephone Company and 211,547 by independent companies.

This is four times the number of telephones in the entire country of Austria, four times the number in Belgium, more than twice the number in all Denmark, more than 125 times the number in all Greece, 30 times the number in all Ireland, three and one half times the number in all of Russia, six times the number in Spain, more than three times the number in Italy, twice the number in the whole continent of Australia and only 100,000 less than all of France with seven times the population of Texas.

In 1927 the Southwestern Bell Telephone Company added almost 25,000 telephones in Texas. On the first day of last January there were 650 connecting companies operating 928 exchanges and the total mileage of local and long distance wires for all companies, including the Bell, was 2,500,000 miles. The independents accounted for about 900,000 miles of this.

On the same date there were 10,733 telephone employees in the state of which 2,500 were working for the independent companies and 8,233 for the Bell. In a single day in Texas there are 3,200,000 telephone conversations.

World Connections.

The far corners of Texas are now linked with distant lands and all the world has been made akin by this device which was once "a dreamer's toy." This gives but a glance at the magical change marked by the growth of the telephone.

Now finally turn to a more recent development as a concluding indication of the unparalleled evolution of this state.

The Dallas Morning News about the year 1885, installed what appears to have been the first electric lighting

plant in the Southwest. It was one of the biggest stories that ever broke in this state, yet the News made the announcement rather modestly as follows:

"The Dallas Morning News office displays nightly one hundred Edison incandescent lights. Each lamp consists of a pear-shaped glass globe, exhausted of air and containing a filament of carbonized bamboo slightly thicker than a horse hair, which becoming incandescent by the passage of the electric current, emits a beautiful, soft, mellow light absolutely steady."

A short time before this, according to Lindsley's history of greater Dallas, "a proposition in the early part of 1881 to light the city with electric lights was openly ridiculed as both dangerous and worthless. It was shown that London had recently tried it and that black darkness would suddenly come and cover the whole city. It had utterly failed in New York to come up to expectation. It had failed in the parks of New Orleans."

Col. Strickland's Work.

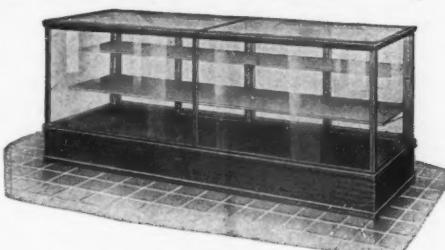
But by 1900, we see the state becoming dotted with electric light plants. The late Col. J. F. Strickland, known as the father of high line systems of Texas, early in the present century had taken over a small plant at Waxahachie and had made it successful. Shortly after this he responded to calls to aid in the developments of plants at Hillsboro, Cleburne, Bonham, Dublin, Waco, and Temple and this was the beginning of one of the present day systems in Texas, the Texas Power and Light Company.

Prior to 1912, the cities and towns were served with current almost exclusively by isolated, individual plants, operating in each community and when the power plant would break down the entire town would be in darkness. Today there is a web of interconnected systems covering almost every part of the state and this has developed within recent memory.

In the early part of 1912, just about sixteen years ago, the Texas Legislature passed a bill authorizing the Texas Power and Light Company to own and operate electric transmission lines and to supply current across county lines. This company now has 2,437 miles of high voltage transmission lines. These lines are so arranged that should a break occur or should one or more of the generating stations break down, there would be only a short interruption in the service. The company has generating stations at Waco, McKinney, Tyler, Gainesville and Trinidad and has interconnections with other companies for mutual protection in case of an emergency.

Growth of Industry.

Numerous other large systems now serve the state. The Texas Power and Light Company is mentioned because of its pioneering and because it has its headquarters in Dallas. The cities, such as Dallas, Houston, San Antonio, Fort Worth and others, are served by large companies, such as the Dallas Power and Light Company, which are tied into the interconnected systems for emergency purposes. No



From Manufacturer direct to you—at a saving
in price and freight

SOUTHERN FOUNTAIN & FIXTURE MFG. CO.

1900 Cedar Springs

Dallas, Texas

Phone 7-6098

THE Dallas Market

has a large modern factory, comparing favorably with any in the country devoted to the manufacture of

Show Cases and Fixtures

for the Dry Goods,
Millinery, Jewelry
and Drug Trades.

DEVELOPING FOREIGN TRADE

GOOD banking service is an essential ally in handling foreign business. For business houses of Dallas interested in foreign trade, American Exchange National Bank provides complete banking facilities, including a well-equipped Foreign Department.

The world-wide reach of our connections gives us ready access to credit data and commercial information needed by those engaged in foreign trade or desirous of expanding their business into foreign lands.

Foreign trade adds to American prosperity, Texas prosperity, your prosperity. The American Exchange National Bank's Foreign Department is a helpful instrument to many Dallas business houses in developing this auxiliary prosperity.



WOLF! WOLF!

Like the boy in the fable, advertisers often shout unnecessarily, until the buyers lose all interest in the scare-heads.

To find a pleasing bit of typography that tells the story in a quiet, yet forceful manner, among all this blare and bombast of so-called "modern" type is as soothing and restful as an old corn cob pipe.

It is our privilege to work for clients who appreciate that good *Advertising Typography*, like little Willie, should be seen and not heard. Let us submit samples of the work we are doing.

Stellmacher & Clark, Inc.
Advertising Typographers

Phones 7-1230 and 7-1238

W. E. CALLAHAN CONSTRUCTION CO.

W. E. Callahan, President
E. S. Heyser, Vice President
H. L. Johnson, Sec'y-Treas.
General Office, 707-8 Kirby Bldg.
Dallas, Texas
Drainage, Irrigation, Railroad, Levee

A Complete Banking, Trust and Investment Service

The
Republic National Bank and Trust Co.

Dallas, Texas

Hanway & Williams

Jas. L. Hanway
Insurance in all its branches
203 Central Bank Bldg.
Phone 2-3822

SLAUGHTER MAYFIELD CO.

Tailors Since 1886
S. W. Life Bldg.

S. L. Ewing Company
TYPEWRITERS
1606 Commerce
2-3026 Dallas



single enterprise perhaps speaks so eloquently of the onward march of Texas as this vital achievement of electrical development.

The electric industry in Texas has grown from its infancy only sixteen years ago until now there are more than 6,200 miles of transmission lines in the state and 9,000 miles of local distribution lines. The population to which electric service is available numbers 2,800,000. There are 975 cities and towns served from transmission lines or local plants. There are 248 generating stations with a capacity of 870,000 horsepower. In the last three years the population having electric service available has increased 729,000 and 297 towns and cities have been added to the list. In the same period the high tension transmission lines have increased more than 4,000 miles.

Texas now has a transmission network extending in a north and south direction from Crystal City and Goliad on the south to Wichita Falls and Quanah on the north, a distance of 400 miles, and from Texarkana on the east to Wink, Wickett and Crane on the west, a span of 540 miles. This gives Texas one of the largest inter-linked transmission systems in the entire country in point of area covered. The system is even interconnected with lines in other states. Lines go northward from Quanah as far as Missouri and southeastern Kansas. From the south extremity of the Central Power and Light Company around Mission to the north extremity of this network in Kansas is more than 800 miles.

These great industries have not just "grown up" like Topsy with the natural growth of the state but have come as the result of marshalling energy, brains, and money. They have called to their services some of the best minds of the country, and to capital and industry and courage and inventive genius they have added that invaluable quality called vision. The leaders have visioned a great Texas and have had the courage to act on that vision. The continued success of these industries is now and will be in the future a true barometer of the greatness of Texas.

Cost of Building Construction

1913 Costs = 100

June, 1928

	All Other	Texas	States
Frame	200.0	203.0	
Brick, Wood			
Frame	198.0	214.0	
Brick, Steel			
Frame	193.0	198.0	
Reinforced			
Concrete	187.0	202.1	
All Construction	194.5	204.2	
—Figures by American Appraisal Co.			

Photostat Prints

Facsimile Copies at Original Size, Enlarged or Reduced of any Written or Printed Document, Legal and Commercial Papers, Letters, Drawings, Maps, Etc. JNO. J. JOHNSON
1912 N. St. Paul St. 2-6729: 7-4218

FRED L. LAKE & CO., Inc.
RUBBER STAMPS
CONVENTION BADGES



STENCILS—SEALS
1015 Elm St., Dallas

Metropolitan
BUSINESS COLLEGE
DALLAS, TEXAS
"The School With a Reputation"
Has Made Good Since 1887
Absolutely Thorough and Reliable
A Position for Every Graduate
Write, Call or Phone for Catalogue.

Schoolar, Bird & Company

C. H. Scholar, C. P. A., President
George H. Bird, Sec'y & Treas.

Established in the Southwest
Twenty-two Years

AUDITS :: SYSTEMS
TAX SERVICE
Santa Fe Building
Dallas, Texas

QUALITY WORKMANSHIP AND PROMPT SERVICE

These are two things that we can promise unconditionally at all times. We take particular care of every detail, large or small. Every drop of water we pour into your batteries is pure distilled water. Service here is guaranteed service.

Dependable Battery Service

ROY BLACK BATTERY SERVICE
2310 S. Ervay Ph. 4-0994

Texas

(Cont'd from Page 11)

eternity. If all the hogs of Texas were one hog he could dig the Panama Canal in three roots and one grunt. If all the Texas steers were one steer, he could stand with his front feet in the Gulf of Mexico and his hind feet in Hudson Bay and with his horns punch holes in the moon and with his tail brush the mists off the Aurora Borealis."

**AS TEXAS IS TO THE UNIVERSE,
SO DALLAS IS TO TEXAS.
COME TO DALLAS**

"The City Where Conventions Always
Like to Return."

Building Industrial Dallas

(Cont'd from Page 7)

of the Simms Oil Company organization is maintained in other districts, nevertheless the 315 employees of the company at its Dallas refinery, at its stations here and in the main office, are paid a total of one-half million dollars per year, thus contributing in small measure to the growth of Dallas.

Light Visors

Starting from "scratch" two years ago the Auto-Lite Visor Company has doubled its production to 75,000 pairs of visors each month, or two full car-loads. The annual business of the firm amounts to half a million dollars and demand has so far exceeded the output that the plant is being enlarged to care for the extra business. J. H. Hathaway, president of the company, is much gratified at the growth of Industrial Dallas and cites his own experience as an example of the possibilities existing here.

Gin Equipment

During the next two months the capacity of The Stacy Company, manufacturers of cotton cleaners, cotton separators, sheet metal supplies for ginners, etc., will be doubled. Since the establishment of the plant in 1921 by L. A. Mindrup, B. F. Crow and F. R. Wirt, the annual business has increased from \$20,000 to \$100,000. In addition to serving all the American cotton growing states the company exports to Russia, India, Mexico and South American countries.

Marble

The Vermont Marble Company of Texas is now spending \$60,000 for enlarging and remodeling its Dallas plant, according to A. A. Cook, manager. The company was started in 1913 with five employees—now has more than 100. A branch plant at Houston and a sales office at San Antonio are operated from the Dallas headquarters.

THERE ARE MANY

"Your wife doesn't seem to make much of a success with her reducing."
"No; Margaret is one of those poor losers."—Boston Transcript.



How Is It Wired Electrically?

Before you decide on your new home ask about its electrical wiring. And . . .

Remember

. . . that unless a house has sufficient wiring you can't use all your electrical appliances conveniently. Wiring that has been in just a few years often is inadequate to provide for all the portable lamps and electrical appliances that are today such a necessary part of household equipment.

*Ask about the Wiring
Before you Move In.*

To Builders:
Adequate Electric Wiring is a big selling
point in renting or disposing of property.

Dallas Power & Light Company

*We shall be pleased to offer helpful suggestions without
obligation on your part.*

New Business Division
Telephone 2-9321

Do You---?

- Have automobile insurance to cover every contingency?
- Bond your employees who handle your funds?
- Have any personal accident insurance?

Why neglect to protect yourself against these contingencies when the matter can be so easily handled and the cost is so small?

No obligation, if you phone us to talk it over.

A. C. Prendergast & Co.

2-3359 2-6444 2-6445

A Departmentized Insurance Agency

REPRESENTING

The Travelers Insurance Co.

REPUBLIC BANK BUILDING

SUPER-SERVICE

Ribbons & Carbons
WRITE CLEANER
WEAR LONGER

WHITEMAN'S 317 SIMPSON BLDG.
2-2541 DALLAS

HOME OFFICE: DALLAS

Our Health and Accident policies provide \$5,000.00 for accidental death and guarantee a monthly income to policy holders disabled by sickness or accident. Special policies for business and professional men at very attractive rates. Nearly a quarter of a century of unexcelled insurance service—over \$1,800,000.00 paid in benefits.



INTERNATIONAL TRAVELERS
ASSURANCE COMPANY
Price Cross, Pres. Ben Haughton, Sec'y
Dallas, Texas

PRINTED and ENGRAVED

L A B E L S

Dallas Label & Box Works
1504-6-8 Caruth, Dallas Phone 2-2927

Many Automobile Consolidations Being Announced

The urge for consolidation in the automobile industry did not stop with the wedding of Chrysler and Dodge.

Promptly Studebaker swallowed or started to swallow Pierce-Arrow.

"It is a grave question in the minds of the directors," said President Forbes of the latter company, "whether the isolated automobile unit can compete successfully in the long run with companies like General Motors, Studebaker, Chrysler and others, whose volume of production, diversification and dealer organization give them a stability, buying power and financial resources far beyond those which can be commanded by a company having only limited production."

Mr. Forbes' outlook for the small manufacturer, at least, the small manufacturer of automobiles, is pessimistic.

But are all the automobiles in the United States to be made by the three he names or by another three or any three? And if only nine or six or three manufacturers are to be left, why not carry the matter to its logical end and have only one manufacturer?

It may be that the small maker of automobiles is doomed, but we doubt it. Not all the world is satisfied with the products of mass production. Give one thousand men a thousand things all alike and all made at a price so low that the thousand can buy them and what happens? Very soon one man or ten men out of the thousand want something better, something different from the other 999 or the 990. And who is to supply him or them? The small manufacturer or at least the manufacturer who is small by comparison.

"Different" is one of the appealing words of advertising. Every man jack of us at one time or another longs to be different. Let mass production accustom him to things he could not acquire unless they were produced in mass and he desires something to lift himself out of the mass.

There is a market of discontent, a market of distinction and so long as it exists the case of the small manufacturer and the small retailer is not hopeless.

Our Water Supply

The water situation in and for the City of Dallas is the result of much foresight on the part of the city officials and citizens in general. Lake Dallas has been recently constructed at a cost of some five million dollars. This lake covers an area of one thousand, one hundred and fifty acres of land and is located some twenty miles from the city, with natural drainage

to the large filters and treating plants furnishing the city with water. The city owns and maintains reservoirs having a total capacity of some seventy billion gallons of water augmented by deep artesian wells used by that part of the city across the river known as Oak Cliff. The city has three hundred and sixty-six and one-half miles of water mains, sixty-two thousand, four hundred and forty-four service connections, fifty-three thousand, five hundred and twenty-eight meters and two thousand three hundred and ninety-one fire hydrants. Among the many improvements to be

made in the water works system for which plans have been drawn and money is available, is the construction of an industrial water pipe line, from the Bachman Dam to the industrial district of forty-two inch size which will permit industries of the city of Dallas to have a supply of water for industrial use only, ready for boilers without treatment at a price of about seven and one-half cents per thousand gallons.

Dallas has a comparatively low water rate with a graduated scale of prices as low as seventeen cents per one thousand gallons. This price includes charges of interest and sinking funds for bond issues for water works improvements. The City of Dallas also sells water to other communities and it is the program to continue this and enlarge on it to further reduce the charges to consumers in the City of Dallas. The filtration and treating plants are modern and money is now on hand for the improvement of these facilities.

On the Band Wagon

(Cont'd from Page 8)

North Texas Advertising & Novelty Co., 1703½ Live Oak St.

Nu-Way Corporation of America, 327 N. Walton St. Chain grocery stores.

Oak Cliff Studio, 210 N. Beckley Ave. Photographers.

Public Fire Insurance Company, Kirby Bldg.; Leon Dargan, State agent. Home office, Newark, N. J.

The Shield Company, 1932 Main St. State distributors for Crosley radio. Home office, Fort Worth.

Southern Auto Parts Company, 2429 Commerce St. Wholesale accessories.

Southwest Dairy Products Company, 305 Santa Fe Bldg.; executive offices; company owns and operates 40 ice, ice cream and creamery plants in the Southwest.

John Stiff Store Service, 1809½ Main St. Show card writing, newspaper advertising, window trimming, decorating and similar services for retail stores.

Texas Waverly Oil Company, Inc., 1201 Santa Fe Bldg. Texas distributors for Waverly motor oils. Planning to build warehouse and filling station at 2400 Myrtle Street.

United Auto Supply Co., 119 S. Harwood St. Wholesale automotive equipment.

United States Gypsum Company, 1310 Santa Fe Bldg. Southwestern district sales offices moved here from the general office at Chicago, with jurisdiction over Texas, New Mexico and Arizona. C. D. Hausner, district sales manager. Dallas office has fourteen employees, with twenty-six salesmen under its supervision.

Vermedia Company, 420 Kirby Bldg.

Ward-Way, Inc., 1300 Commerce St. Motor bus line.

Wicker Fish Company, 1301 Broom St. Wholesale sea foods.

Advertising Our Neighbors

(Cont'd from Page 5)

that Dallas will maintain its leadership. The limit, then of Dallas' development is the development of the Southwest.

Southwestern citizens have been quick to notice this and the merchants who, for the past three weeks, have been attending the fall market season and style shows have commented favorably on the character of the advertising "copy."

There is no doubt but that the Dallas advertising campaign has made a most favorable impression at home and abroad and we who have had a part in the inauguration and conduct of the campaign feel much gratified at the response being made.

The answer to the question, then, is "Yes, beyond even our greatest expectations."

16

DOLLARS per capita is the annual smoke damage in this country, reports the National Conference Board on Sanitation.

At that rate, we believe Dallas people suffer about a nickel's worth apiece, and most of this is in the switch yard neighborhoods. Dallas has natural gas, running 1,000 British thermal units per cubic foot.

THE DALLAS GAS COMPANY*Dispensers of Natural Gas*

Skylights,
Sheet Metal
Contractors.
7-3532

Smith & Rawlings

Myers, Noyes & Forrest
CONSULTING CIVIL ENGINEERS

1107 Mercantile Bank Bldg.
DALLAS, TEXAS

Surveys, Investigations and Reports

W. M. WHITENTON

(Formerly Vice President
M-K-T Lines)

Consultant on Railroad, Electric and Motor Transport Transportation. Traffic. Valuation and Tax Matters. Industrial Surveys. Industrial Operation and Cost Accounting.

1409 Main Street
2-2855
Dallas Texas

L. M. DYKE J. M. McMILLIN
Income Tax Consultant Attorney at Law

L. M. Dyke Company

Practicing before all Federal Courts in
Income and Estate Tax Matters

Authorized to practice before all Internal
Revenue Departments

Many Years Experience

Suite 406 Central Bank Bldg.

Dallas, Texas Phone 7-5836

INTERNATIONAL

HARVESTER
COMPANY

TRUCKS

Dallas

Elm and Jefferson

Exclusive

PRESCRIPTION PHARMACY

Prescriptions and Sick Room Supplies Only
Phone 2-5445, Pacific and Ervay
DALLAS, TEXAS

Pat C. Miller & Company

INVESTMENTS

We specialize in local Stocks and Bonds
801 Marvin Bldg. Phone 2-7794

JOHN SCHWARZ
Phone 2-5708
DALLAS
TYPEWRITER & SUPPLY CO.
Standard and Portable Typewriters
1519 Commerce St.



HARRY BENNETT (Successor to RAYMOND STUDIO)

Commercial Photography

2108 McKinney Ave. Phone 7-5171
We photograph anything anytime

7-1063 7-4507

107 Construction Industries Bldg.

MAKE YOUR SYSTEM FIT YOUR BUSINESS
W.F. CARTER, JR.
CERTIFIED PUBLIC ACCOUNTANT
DALLAS, TEXAS
Phone 2-3527 807 Dallas National Bank Bldg.

Couch Armature Works Electric Motor Specialists

Rewind, Rebuild and Repair
Power Motors and Generators
Griffin & Camp Phone 2-4775

405 Santa Fe Bldg.
2-9288



Employers' Service Bureau

INVESTIGATE LEAVELL'S INVESTMENTS
WE ARE RENDERING OTHER PEOPLE'S SERVICES ON THEIR INACTIVE STOCK.
WHY NOT YOU? We handle both listed and unlisted securities. Why not give us a chance?
Write or phone us.
LEAVELL & CO.

How Texas Stands

Agriculture

- 1st in the total value of agricultural products.
- 1st in acre value of crops (except luxury States).
- 1st in the production of cotton.
- 1st in the production of grain sorghums.
- 1st in the production of Bermuda onions.
- 1st in the number of farms.
- 1st in farm acreage.
- 2nd in the production of rice.
- 3rd in the production of peanuts.
- 3rd in the production of early cabbage.
- 3rd in the value of farm property.
- 3rd in the production of broom corn.
- 4th in the production of sorghum syrup.
- 5th in the production of sweet potatoes.

Live Stock and Animal Products

- 1st in the production of mohair.
- 1st in the production of wool.
- 1st in the number of goats.
- 1st in the number of sheep.
- 1st in the production of beef animals.
- 1st in the number of mules.
- 1st in the number of turkeys.
- 2nd in the total value of farm stock.
- 7th in the number of horses.
- 8th in the number of dairy cattle.
- 8th in the value of animal products.

Manufacturing

- 1st in the manufacture of cotton ginning machinery.
- 1st in the manufacture of cottonseed oil products.
- 7th in flour milling.
- 13th in the total of manufactured products.

Educational

- 1st in the number of junior colleges.
- 4th in the number of elementary and secondary schools.
- 5th in the number of schools of all kinds.
- 6th in the number of women attending colleges.
- 8th in the number of universities.
- 11th in the number of men attending colleges.

Communication and Transportation

- 1st in railway mileage.
- 1st in road mileage.
- 7th in number of motor cars.
- 9th in mileage of surfaced roads.
- 10th in number of telephones.
- 13th in electrical railway mileage.

Miscellaneous

- 1st in area.
- 2nd in exporting.
- 4th in population.

WHAT'S YOUR RELIGION?

A traveling salesman got into a heated argument with Jake last Thursday. The subject of their debate was politics.

"Oh—so you're a Democrat, huh?" the salesman growled. "You ought to have better sense than that. What's the big idea for being a Democrat?"

"I'm a Democrat because my daddy was," Jake explained.

"That's a fine reason," the traveling salesman said sarcastically. "And I suppose if your daddy had been a jackass—"

"In that case I would have been a traveling salesman," said Jake.

Cannon Ball Towel Supply Company

2009 Orange St. Dallas, Texas

Everything furnished in the
Towel Supply Line

Service Unexcelled Phone 2-2736

Martin Stationery Co. Legal Blanks

"Service That Satisfies"

112 Poydras St. Phone 2-1992

J. L. BURGESS	L. E. BURGESS
M. N. CHRESTMAN	O. D. BRUNDIDGE
O. A. FOUNTAIN	H. A. BATEMAN
L. E. ELLIOTT	W. H. WHITE

BURGESS, BURGESS, CHRESTMAN & BRUNDIDGE

Attorneys

1106-1112 Southwestern Life Bldg.

General Civil Practice

Specialties—
Corporations, Insurance, Machinery and Real Estate Practice.

FREDERICK KRAMER and ERWIN G. KERR

Announce
The opening of an office at
709 BURT BLDG.

For the Practice of ARCHITECTURE

Under the Firm Name of
KRAMER & KERR

American Elevators

sold by

Hunter-Hayes Co.

312 Construction Industries Building

Manufactured by
American Elevator & Mch. Co.
Louisville, Ky.

Trophies for Most Attractive Down Town Structure

Details of the competition in which most attractive new downtown construction, either new or remodeled, will receive annual trophies offered by the Dallas Retail Merchants Association, are being worked out by the following committee of the Dallas Chapter, American Institute of Architects: Ralph Ryan, chairman; J. B. Cheek, H. A. Overbeck and Mark Lemmon. The area that will be designated for the competition is bounded by Jefferson, Young, Preston and Ross. Competition for the trophies includes all new or remodeled construction before May 1st of each year, with public buildings not eligible. The jury to decide will consist of three members of the Dallas Chapter, A. I. A., and new members of the Retail Merchants Association, no member to include anyone directly interested in a build-

ing in the competition. The theory of such competition is that it will stimulate rivalry in design, such as has been created by the Fifth Avenue Association in New York. The Retail Merchants Association is represented by its Downtown Beautification Committee, Sam Hargreaves, chairman, in planning for the awards, it is announced by Herman Philipson, president.

ONE CAR WAS ENOUGH

Bobby had just finished a big day. It was his ninth birthday and among the gifts was a nice, new, crisp, ten-dollar bill.

Uncle Fred, who was fond of his little joke, said: "Well, Bobby, I suppose you are going to buy a nice, new, shiny automobile with that money."

"No, sir! I am going to give it to Dad, so as to help him pay the next installment on his!"—Forbes.

WATCHING DALLAS GROW

Month by month, in this column, will be recorded the growth of Dallas as shown by the available statistical information.

BANK CLEARINGS

BUILDING PERMITS

GAS METERS

TELEPHONES

FRANK ROGERS

Photographs for All Purposes

1304 Elm Street
Phones: 2-4619; 2-6321

Office Phone
7-5561

Res. Phone
3-4613

HENRY NUSS BOOKBINDER

and

PAPER RULER

Loose Leaf and Binders
416 South Ervay, Dallas

JNO. J. JOHNSON



Try this Remington Rebuilt TYPEWRITER



\$35

5 Days
Free Trial
Money
Back
Guarantee

American Writing Machine Co.
Established 1880
1513 Commerce St.
DALLAS, TEXAS
Phone 2-2740

SUPER-SERVICE

Ribbons & Carbons

DO BETTER WORK

WHITEMAN'S 317 SIMPSON BLDG.
2-2541 DALLAS

MEMBER MAIL ADVERTISING SERVICE ASSOCIATION



Dallas
Mailing
Co.

Sales Letter
Copy Multi-
graphing
Addressing
New Type for
Every Job

Phone 7-6538 1916-A Main St.

Leake, Henry, Wozencraft & Frank

Attorneys At Law
Suite 604 Magnolia Building
DALLAS, TEXAS

Sam A. Leake, W. T. Henry, Frank W. Wozencraft, Joseph D. Frank,
Harold H. Young
General Civil Practice

Representative References:
NEW YORK

Radio Corporation of America
Metropolitan Life Insurance Company
The Bradstreet Company
Charles Broadway Rouss, Inc.

CHICAGO

James B. Clow & Sons
National Life Insurance Company of
the United States of America

ST. LOUIS

American National Assurance Company
John E. Mitchell Company

DALLAS

Sanger Bros., Inc.
Oriental Oil Company
American Life Insurance Company
Graham-Brown Shoe Company
Any Dallas Bank.

ZUBER & ZUBER

Wholesale Collections
408 Santa Fe Bldg.

Established 1918
C. B. Zuber F. M. Zuber

**S. Koenigsberg,
Inc.**

*Tailors and
Importers*

**SUITINGS
FOR
SUMMER
WEAR**

1306½ Main St.

STEVENSON PRINTING CO.
HIGH CLASS PRINTING
TELEPHONE 7-4436 STEEL DIE EMBOSSED
COPPER PLATE ENGRAVING
2012 BRYAN ST. AT HARWOOD
DALLAS

**ATLAS
Trash Cans**

can be built in special sizes,
reinforced for extra
strength if desired, to meet
the individual requirements
of business firms.

**Atlas Metal Works
DALLAS**

Evolution of Dallas



1872



1925



1928



Announcement of the appointment of G. Wayne Thornton to the position of manager of the A. Zeese Engraving Company, in charge of production and service, effective August 1st, was made by Tom P. Thornton, President of the Company.

Share and Share

This is a city in which each one of us is expected to do his share toward making it a better place in which to live.

Each member of the community should take an active interest in all local affairs. Each member should vote on election day. Each member should turn out to every meeting where developments are being discussed.

It is only through such whole-hearted cooperation that we can hope to build up and hold the future growth of this city at a mark of which we may all feel proud.

If you have been shirking even a small part of your civic duty in the past, make up your mind right now that for your own good as well as for the greater welfare of the community that you will do your full share in the future.—Exchange.

Stroter-Peterson Co.
GENERAL INSURANCE
AND SURETY BONDS
1613-15 Republic Bank Bldg.
2-1818

HESSE ENVELOPE CO. OF TEXAS

Manufacturers of Business

ENVELOPES

Plain or Printed

DALLAS



BIG STOCK NEW and USED

Desks - Chairs - Tables, and
Filing Cabinets

ASKEW

OFFICE FURNITURE EXCHANGE

310 North Akard St. Near Pacific Ave. 7-1220

**BUY HERE
SAVE MONEY**



Champion Weed and Grass Killer

Kills and eradicates Johnson, Bermuda, Coco Grass and all kinds of weeds. Sprayed in liquid form kills roots and all.

Mix one gallon of liquid Champion with 10 to 20 gallons of water.

GUARANTEE—Give Champion a fair trial and if not satisfied return container and we will refund purchase price. Prices F. O. B. Dallas—50-Gal. Drum \$1.05 Per Gal.; 5-Gal. Can \$1.25 Per Gal.; 1-Gal. Can \$1.50.

Champion Weed & Grass Killer Co. of Texas, Inc.
1322 Marilla St., DALLAS, TEXAS, Phone 2-7591

Inclosed find \$..... send gallons of Champion by (express) by (freight).

NAME

ADDRESS

Dallas—Market of The Southwest

The Southwest will be prosperous this fall if purchases and comments made by merchants are any indication.

Optimism was expressed by practically every visitor to the market during the 1928 fall market season now underway and these expressions were substantiated by heavy buying. The general opinion of Southwestern retailers is that the farmer will be in better financial condition this fall than in many years. This means purchases from his local stores and these sales mean a heavy demand on the Dallas market.

Weather reports from over the four states of Texas, Arkansas, Louisiana and Oklahoma are favorable. Grain yields have been unusually good and the price such that a good profit was made. Cotton apparently is to be above normal and the price is expected to be good.

This market season has brought many new buyers to Dallas, some of whom have been customers of northern and eastern markets for years. They have found out, from competition furnished them by Dallas buying merchants, that the market here can furnish better prices, as good quality, and a far better service than the more distant markets, regardless of their size and reputation.

C. L. Norsworthy, president of the Wholesale Merchants association, and other prominent business leaders point out that the automobile and good roads programs in Texas and the Southwest have given Dallas a marked advantage. The buyers motor

all territory between Childress and Dimmitt, and from Silverton to Lubbock on another rail line, intersecting at Sterley Junction, will mean a great deal to the Dallas markets, John Boswell, manager of the Southwest development service of the Chamber of Commerce, said.

The Dallas Chamber of Commerce will send at least one special Pullman car to the scene of the big celebration at Sterley Junction, tentative date for which has been set for Labor Day. The Dallasites will go solely for the purpose of joining in celebrating the new service.

The Fort Worth and Denver improvement program in this large and rich territory marks the greatest single piece of railroad construction in the United States for a number of years, Mr. Boswell said.

While service has not been started by the F. W. & D., the road builders are already handling freight shipments over the lines, and merchants in the new territory are expected to buy good lines from the markets here, knowing that the shipments will reach destination quickly.

Passenger service will likely be installed on Sept. 3, it is understood.

Freight service may be taken over by the railroad before that date.



to Dallas, not once or twice during the fall and winter, and a like number of times for the remaining seasons, but they make frequent trips to the markets, look over the stocks and make purchases to replenish their stocks.

Opening of new railroad service on the Fort Worth and Denver to serve

K N O W D A L L A S F R O M T H E A I R

Aerial Passenger
and Package
Transportation



Flying Instructions
Scenic Trips

Write or Call for Information

TRAVEL AIR WAYS COMPANY

Texas Distributors

TRAVEL AIR PLANES

Love Field Hangar 4

DALLAS

Phone 5-3610

"All of the buyers who have been in the markets during the past week express unqualified satisfaction of all phases and features of the markets. This means that the Dallas houses have prepared wisely for their trade, and that many other buyers will visit and buy during the next three weeks," said Mr. Carpenter, in summarizing the outlook of the remainder of the formal season.

Peyton & Stevens Agency Sold

The Peyton and Stevens Insurance Agency has been sold to Stroter-Peterson Co., according to E. F. Stroter. Endorsements and transfers and all new business of the agency will be handled by the Stroter-Peterson Co. Associated with Mr. Stroter is I. L. Peterson. Both are well-known in the insurance and bond business.

Ralph Kinsloe Transferred to Dallas Office

Ralph H. Kinsloe, formerly assistant manager of the refining department of the Magnolia Petroleum Company, Beaumont, Texas, has been transferred to the executive offices of the company in Dallas, according to announcement recently made. Mr. and Mrs. Kinsloe removed to Dallas early in August and will make their home here.

Mr. Kinsloe is a graduate of Texas A. & M. College, 1903. He was connected with the Navarro Refining

ALL ABOARD FOR ATHENS AND JACKSONVILLE

The Chamber of Commerce committee in charge of the regular summer one-day goodwill trips, Otto Lang, chairman, has announced a trip to Athens and Jacksonville on Tuesday, Aug. 28. The all-expense ticket will be \$6. A barbecue will be served at Jacksonville at lunch. A special train will be used and a band will be taken. All Chamber of Commerce members are invited and urged to make this visit. Get in touch with Z. E. Black at the Chamber for tickets.

Company of Corsicana and later served with the Texas Company. He entered the service of the Magnolia Petroleum Co. in 1922 as manager of the refining and fuel oil department of the company's refinery at Corsicana. In 1913 he was transferred to Beaumont where he was made assistant manager of the refinery.

Warner Clark Manager of California Co.

From oil field worker to oil geologist of repute is the brief history of Warner Clark, manager of the new California Company, geological and land and lease departments of the Standard of California.

After his graduation from the University of California Mr. Clark went to work in the oil fields as laborer and mechanic, to supplement his technical education with practical training. He has been with the Standard of California for about fifteen years, six of which were spent in Ecuador as manager of the company's operations there. He came to Dallas in 1927 as representative for the company in the Southwest. In June of this year the California Co. was organized and Mr. Clark was made manager.

September Conventions

The following conventions have been scheduled for Dallas during the month of September:

Sept. 3-4—Texas-Oklahoma District, Kiwanis International.

Sept. 4—Texas-Louisiana Tariff Bureau.

Sept. 7-9—Texas Spiritualist Association.

Sept. 8—Western Company.

Sept. 11—State Democratic Convention.

Sept.—Atwater-Kent Radio Dealers of Texas.

Sept. 17—Loree I. C. C. Hearing.

Sept. 14-15—Wilson Family Reunion.

Sept. 20—Southwest Shippers' Advisory Board.

Sept.—District Convention, Retail Furniture Association of Texas.

Sept.—State Baptist Executive Board.

Sept. 18-20—Texas Board of Pharmacy.



AVAILABLE FOR LEASE IN THE FOURTH UNIT OF SANTA FE BUILDING

The Santa Fe Building is best known business address in Dallas, your logical distributing center.

Located on Young Street in the wholesale district, and within three blocks of the shopping center.

New, modern, fireproof building with low insurance rate.

Our trackage facilities offer quick service and minimum handling. Served by railroad tracks with switch engine assigned exclusively to this building.

Convenient to incoming and outgoing freight terminals. Within one block of five of the leading freight terminals, four blocks of another one, and seven blocks of another.

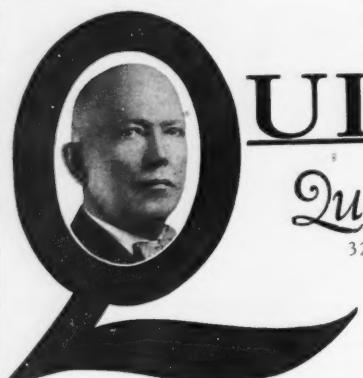
For space in First and Fourth Units, Apply

Terminal Building Corporation of Dallas

Phone 2-5067

1116 Santa Fe Building

Texas Clothes for Texas People
Hand Tailored in Dallas

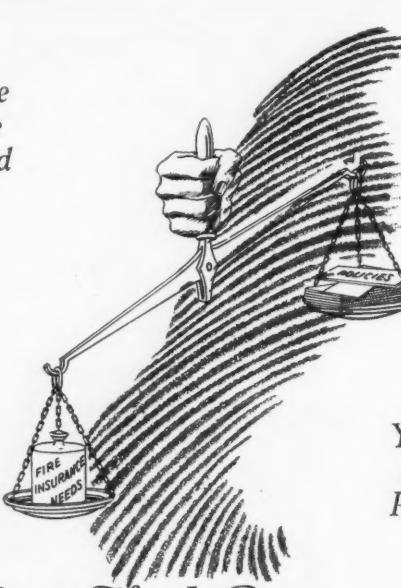


UIGLEY
Quality Clothes

323-4 Fidelity Union Building
DALLAS, TEXAS

Local Dealers Wanted
Write for Samples

Your Fire Insurance Needs and



Your Fire Insurance Protection

How Long Has It Been

Since they were balanced, the one against the other? Possibly they were at one time in balance, but certain changes in conditions or inventories may have thrown them out of balance. Who knows? . . . Only a frequent check or analysis by someone trained and experienced in modern Fire Insurance protection will take the guess out of your Fire Insurance.

Employers Casualty Company

Sound protection at a lower net cost

An old line stock company sharing profits with policyholders . . .

The Shield of Protection

What Is Wrong With Our Colleges

If you are thinking of sending that boy of yours to college, I would say "Don't." If he wants to go so bad that it hurts, and has some useful purpose in going, then by all means let him go; but don't send him—there is a difference between sending him and letting him go. The notion that too many people have, that every boy should go to college, is wrong, and a large proportion of the boys that do go would be better off by not going. Too many boys prefer to go to college rather than go to work, and the main incentive in going is the four years' "loaf" at dad's expense. They spend their time in society, athletics, and having a good time, for that is what they go for. They come out too lazy to roll up their sleeves and go to work. They want a "white collar" job, and a large proportion of them drift into what has aptly been called "the great commercial waste basket"—selling bonds on commission, selling real estate or writing insurance. Not that these occupations are dishonorable, but one does not need a college education to follow such callings. And the boy who dives into his work after finishing high school will be four or more years ahead of the college boy.

Colleges were never intended for the average boy, but for the one whose life work required special training, and it is an admitted fact that at least one-half the boys now in college have no business there, and both the boy and the college would be better off without him. Don't blame the colleges for the present condition. They are doing the best they can with the material they have to work on. Give them the right kind of material, and they will do their part.—Gilbert Lay in School and Community.

SOME HEAT

New York Evening World: A colored preacher down south was trying to explain the fury of hell to his congregation.

"You all is seen milten iron runnin' out frum a furnace, ain't you?" he asked.

The congregation said it had.

"Well," the preacher continued, "dey uses dat stuff fo' ice cream in de place what I'm talkin' 'bout."

"What's the band playing now?" asked a delegate to Houston.

"Rum-ona," said the fellow who never pronounces anything correctly.

"And how do you like school?" asked the kind old lady.

"Closed," answered the little lad.

"Please send the amount of your bill," wrote the garageman to the motorist who was chronically slow with the cash.

"Certainly," answered the slow guy, "it is \$136.72."



Telephone service, a public trust

THE widespread ownership of the Bell Telephone System places an obligation on its management to guard the savings of its hundreds of thousands of stockholders.

Its responsibility for so large a part of the country's telephone service imposes an obligation that the service shall always be adequate, dependable and satisfactory to the user.

The only sound policy that will meet these obligations is to continue to furnish the best possible service at the lowest cost consistent with financial safety.

There is then in the Bell System no incentive to earn speculative or large profits. Earnings must be sufficient to assure the best possible service and the financial integrity of the business. Anything in excess of these requirements goes toward extending the service or keeping down the rates.

This is fundamental in the policy of the company.

The Bell System's ideal is the same as that of the public it serves—the most telephone service and the best, at the least cost to the user. It accepts its responsibility for a nation-wide telephone service as a public trust.

**SOUTHWESTERN BELL
TELEPHONE COMPANY**

The earliest process of making printing plates of metal was one requiring a great amount of time, patience and artistic skill.

The piece of metal was first blackened and when dry the image was engraved with a series of needles and other pointed instruments which caused a burr to be thrown up on either side of the thin groove made by the instrument.

The ink was daubed upon the plate and then rubbed against the projecting burr, the remainder of the plate was wiped clean and an impression pulled.

The modern engraver portrays your story with the skill and ideals of experienced craftsmen.

White Engraving Co.

1111-13 CAMP ST.
DALLAS

Phone
2-8055

